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INTER-OFFICE CORRESPONDENCE

TO: Steve Piskor **DATE:** April 5, 1993

FROM: Natalie Ellis

SUBJECT: Marlboro Van Event Focus Groups

Attached for your files is a copy of the moderator's report on last week's focus groups. The findings were also discussed on Monday with Andy, Cyrk and Dave Kriz and Vicky Strychak from Purchasing. In summary:

- The concept of an "instant" reward for purchasing Marlboro has great appeal. It is more likely to attract people by happenstance than to be an event that consumers plan for, however it seems powerful enough to induce unplanned multiple purchases.

- The items were generally appealing and appropriately valued. The two pack flashlight was particularly well liked and had high perceived value. The three pack items (sunglasses, cap) were well received by men but may not represent as good a value as the flashlight. Women were less interested in these items. The appeal of the cap and sunglasses may have been limited by the time of year and urban location of the groups. Also, the sunglasses were shown in concept board form which may not have accurately represented their quality.

- At the five pack level, the cooler bag was seen as practical and appropriate, if not exciting. It's appeal may also have been limited by timing/location. Of more concern were the mixed reactions to the T-shirt design. It was also shown in concept form, but even allowing for this handicap, the level of interest in the design was below what we have seen for other shirts. Given 1) this so-so reaction, 2) the popularity of the red T-shirt design and 3) possible "bleeding" problems in doing a red shirt lined with yellow, Andy's suggestion to move the red T-shirt (without yellow trim) down to the five pack level makes a lot of sense.

- All the items presented for carton and two carton purchasers got good reviews. The bag, beach towel and water jug were all practical, good looking items. The "lizard" design T-shirt was the most popular of the group because it was seen as fun and modern but still fitting with the Marlboro image. The Zippo lighter got some negative mentions from people who were not aware of its retail value. But for people who knew lighters it was a "wow" item.

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